
WHAT CAN I DO WITH A MAJOR IN ... JOURNALISM & MASS COMMUNICATIONS

OCCUPATIONAL OVERVIEW:

UNM's B.A. degree in Journalism & Mass Communications "helps to prepare students for a variety of careers including: journalism, broadcasting, advertising and public relations" (from the UNM Communication & Journalism website). Students choose to focus on one of four areas: advertising, broadcast journalism, print journalism, or public relations.

EMPLOYMENT REQUIREMENT:

A bachelor's degree is the minimum formal education required. Some areas may require a graduate degree, or may assist employment in highly competitive areas. Due to the competitive nature of careers in this field, it is critical that students gain related experience and skills through internships, part-time work, or volunteering in their area of interest. Information on C&J internships can be found at: <http://www.unm.edu/~cjdept/curriculum/internships.html>

EMPLOYERS/INDUSTRIES & SUGGESTED STRATEGY:

Please ask your Career Advisor (CDF) for identifying employers or additional resources for your occupation of choice.

Television: Programming – Production – Promotion – News reporting, producing, and videography – Sportscasting – Weather forecasting – Anchoring – Management – Sales – Networks – Commercial broadcast station – PBS – Cable – Private production companies – Government – Business corporations

Suggested Strategy: Gain experience with campus or local television stations. Develop excellent writing, reporting, and editing skills. Consider taking courses in political science, economics, sociology or any applicable field for news broadcasting careers.

Radio: News – Programming – Production – Promotion – Management – Announcing – Sales – National networks – NPR – State or regional networks – Major, medium, and small market stations

Suggested Strategy: Gain campus or local radio experience. Secure internships. Announce sporting events. Coordinate, program, and promote musical events. Create a demo tape to be used as a sample of vocal/speaking talent.

Internet: Webcasting – Web design/development – Website maintenance – Management – Administration – Internet-based companies (e.g., Yahoo) – Large corporations – Colleges and universities – Companies specializing in webcasting services/tech.

Suggested Strategy: Gain expertise in computer/internet technology. Learn web design. Seek related certifications.

Advertising: Media planning and buying – Account services – Print production – Marketing – Administration – Copywriting – Art/creative directing – Research – Announcing – TV/radio stations – Newspapers/magazines – Internet-based companies – Advertising agencies – Corporate advertising departments – Media (research/marketing) – Specialty advertising firms

Suggested Strategy: Obtain sales experience through part-time work or internships. Volunteer to sell advertising space for campus newspaper, radio, or TV station. Take courses or complete minor in business. Complete internship in advertising agency or market research firm. Compile portfolio of your work. Gain knowledge with related software and technology.

Newspaper Publishing: Reporting – Editorial/Column writing – Investigative journalism – Editing – Proofreading – Photojournalism – Circulation – Marketing/promotion – Production – Sports – Large circulation newspapers – Local newspapers – Wire services – Trade newspapers – Online publishers

Suggested Strategy: Gain experience with college or local newspaper or alumni publication. Take a leadership role in journalism organizations. Join professional organizations and read industry publications. Create a portfolio of writing samples. Develop network of contacts through freelance work, contests, and informational interviewing.

Magazine/Newsletter Publishing: Writing – Editing – Advertising/Sales – Promotion – Circulation – Design/Art/Production – Investigative Journalism – Photojournalism – Major publishers – Consumer, news, trade/technical magazines – Academic journals

Suggested Strategy: Secure internship with publisher. Work on campus/local publications. Join professional organization. Create a portfolio of writing samples. Consider a minor in photography for photojournalism.

Other Areas: Book Publishing (Editing, Sales, Promotion/Publicity, Production) – Electronic Media (TV, Radio, News, Sports, Script Writing) – Writing (Technical and Creative) – Non-Broadcast Video Systems (Directing, Management, Production, Writing)

INFORMATIONAL WEBSITES:

Newspaper Careers
Magazine Publishers of America
The Rundown
Work in PR
Communications Roundtable
Careers in Newspapers
Careers in Marketing
Publishing Jobs
Public Relations Society of America
International Film & TV Production Resources
TV Jobs
National Association of Broadcasters

<http://community.naa.org/>
<http://www.magazine.org/home/>
<http://www.tvrundown.com/>
<http://workinpr.com/index.asp>
<http://www.roundtable.org/>
<http://www.asne.org/>
<http://www.careers-in-marketing.com/ad.htm>
<http://www.bookjobs.com/>
<http://www.prsa.org/>
<http://www.mandy.com>
<http://www.tvjobs.com>
<http://www.nab.org/>

OTHER INFORMATIONAL WEBSITES:

 <http://online.onetcenter.org>



<http://www.bls.gov/oco/>